

SELLING points

October 2010 Vol. 11, No. 4

MONTHLY RETAILER NEWSLETTER

SOUTH CAROLINA EDUCATION LOTTERY

**MILLIONAIRE
RAFFLE**

RISE AND SHINE

Early Bird Drawing:

WEDNESDAY, OCTOBER 13

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

IN THIS ISSUE: Retailer Rallies are back!
Be our guest for this fun event!

Dear Lottery Retailers:

Thanks to you, our retail partners, Fiscal Year 2009-10 was a home run for education! The last fiscal year will hit the record books as having the highest dollar amount transferred to the Education Lottery Account (ELA) since Fiscal Year 2006-07. Your efforts resulted in the South Carolina Education Lottery (SCEL) depositing more than \$272 million in the ELA and surpassing the revenue goal set by the Board of Economic Advisors by over \$20 million.

Because of your dedication and hard work, retailers across the state earned more than \$71 million in commissions and incentives in Fiscal Year 2009-10. Your players collectively won over \$628 million in prizes, which made for some very happy customers!

Right now, your customers are hopefully enjoying the Lottery’s exciting **Millionaire Raffle**! Back by popular demand, **Millionaire Raffle** launched on September 13th and will end on November 15th unless the game sells out sooner. This year’s raffle features a new Early Bird drawing. If your customers purchase a raffle ticket by 11:59 p.m. Tuesday, October 12, they will have TWO chances to win as they will be entered into the Early Bird drawing and the final drawing. Early Bird draw winners will receive an exchange ticket for the final drawing when they redeem their winnings. Remind players to sign their tickets and put them in a secure place until the drawing results are announced the day after each drawing. The **Millionaire Raffle** is limited to 500,000 (\$10) tickets. So please remember to ask your customers if they would like to purchase their own raffle ticket for a chance to win up to \$1 million.

Everyone at SCEL thanks you for your continued support and enthusiasm in promoting the **Millionaire Raffle** as well as our entire line-up of games. Let’s continue to “imagine the possibilities” and increase educational funding for South Carolina’s students. What we do together matters!



Sincerely,
Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called “Odds of Our Games.”

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)
Stolen/Missing/Extra Tickets: 1-866-269-5668
Intralot Help Desk: 1-877-500-5202
Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)
Licensing Information: 1-866-737-7235 (Option 4)
Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:
www.sceducationlottery.com

Please Play Responsibly! www.PlayResponsiblySC.com



RETAILER SPOTLIGHT

MONARCH LIQUORS Charleston, SC

By Godwin Chandler, Coastal Associate MSR

Sandy Vithlani, owner of **Monarch Liquors** in **Charleston**, has been a motivated lottery retailer since she started selling lottery products in her store. One thing is certain, the store loves congratulating winners. In May, **Monarch Liquors** celebrated a \$20,000 winner on the Cool Cash Times 5 instant game, and the location hopes to experience many more winning moments!

Vithlani wants customers to know **Monarch Liquors** sells winning tickets. All big winners are displayed at the front of the store for customers to see. Vithlani admits this simple practice has tremendously helped her location’s lottery sales.

Posting big winners is not the only best practice at play. The location does an outstanding job keeping both the Powerball® and the Mega Millions® jackpot signs updated with the correct jackpot amounts; making sure the ticket dispenser is full; and displaying lottery signs in the front window for customers to see.

The Lottery’s promotions team has visited **Monarch Liquors** on many occasions to



Monarch Liquors in Charleston recently sold a \$20,000 winning ticket.

reward the store’s loyal players and encourage others to give the Lottery a try. The promotions have always been a success. When Vithlani learns about new tickets and promotions, she is quick to share information with all of her customers. She believes in keeping her customers informed.

Vithlani has developed friendships with her customers and continues to do whatever she can to promote sales. She is focused on keeping her customers happy, which is why lottery players keep coming back.

Selling Points

“All big winners are displayed at the front of the store for customers to see.”

- Godwin Chandler



What a great day at **Sunoco Quick Mart** in **Greenville** with 107.3 JAMZ, free pizza and soft drinks and chances to win lottery promotional items! Ricky & Hina Patel graciously provided four prizes of \$25 in lottery tickets! The winners were announced on the radio!



Cayce Sheffield, Assistant Manager of **Kangaroo Express #3149**, is all smiles posing with her location’s winner’s poster. The **Darlington** retailer sold a top-prize-winning Tripler ticket worth \$75,000.



Congratulations to **Country Store** in **Fort Mill** for selling a \$75,000 Big Money instant ticket. The location received a \$750 retailer commission. Pictured accepting the oversized check is owner Trang Nguyen.

The NEW Early Bird Drawing is right around the corner. Your **Millionaire Raffle** players will get two drawings for the price of one if they make an early purchase! To add to the excitement, you and your players can check the number of tickets remaining on your Lottery's monitor display or by visit SCEducationLottery.com. The countdown is updated daily. Remember, when they're gone, they're gone.

EARLY BIRD DRAWING:

Raffle players must purchase their tickets by 11:59 p.m. on Tuesday, October 12, to be included in the Early Bird Drawing for ten \$5,000 prizes. Winning numbers will be drawn on Wednesday, October 13, with draw results available on Thursday, October 14, after 5:30 a.m. For the ten lucky winners, prizes must be redeemed through an SCEL claims center, either in person or by mail. The risk of loss for mailed-in claims remains with the player. As players who purchase raffle tickets early are entered in both drawings, Early Bird Draw winners will receive an exchange raffle ticket with their original numbers which will be eligible for the Final Draw. Remind players their tickets must match in the exact order drawn.

The **Millionaire Raffle** has the best odds of winning a \$1 million prize of the games offered by SCEL, 1 in 250,000. The raffle will award two \$1 million prizes; two \$100,000 prizes; twenty \$10,000 prizes and seven hundred \$500 prizes.

RETAILER INCENTIVE:

In addition to the retailer commission on any redeemed ticket valued at \$10,000 or more, retailers may win prizes in the Raffle Retailer Incentive Program. County drawings will be held monthly to award \$250 in each county. If the Millionaire Raffle game sells out, an additional prize will be awarded to the three top selling retailers across the state.

\$1 MILLION DRAWING:

The final draw is scheduled for Tuesday, November 16. Players must purchase their tickets by 11:59 p.m. on Monday, November 15, unless all 500,000 tickets sell out earlier. Final draw results are scheduled to be posted after 5:30 a.m. on Wednesday, November 17.



Players purchasing tickets by October 12, will be entered into the early bird drawing and the final drawing. By purchasing early, a player gets TWO drawings for the price of one.

Early Bird Drawing Prize Level:

WINNERS	PRIZE	ODDS
10	\$5,000	1 in 50,000

Early Bird Drawing:

On or before October 13, 2010

Tickets must be purchased by 11:59 p.m. on October 12, unless all 500,000 raffle tickets are sold earlier.

Final Drawing Prize Levels:

WINNERS	PRIZE	ODDS
2	\$1 MILLION	1 in 250,000
2	\$100,000	1 in 250,000
20	\$10,000	1 in 25,000
700	\$500	1 in 714.29

Final Drawing:

On or before November 16, 2010

Tickets must be purchased by 11:59 p.m. on November 15, unless all 500,000 raffle tickets are sold earlier.

Odds based on selling all 500,000 tickets.

RISE AND SHINE
Early Bird Drawing:
WEDNESDAY,
OCTOBER 13

Holiday CLOSINGS

NOVEMBER
Tuesday, November 2: NO TICKET SALES OR VALIDATIONS ALLOWED ON NOV. 2, DUE TO THE GENERAL ELECTION. All machines will be off-line from 12:01 a.m. to 11:59 p.m. on Tues., Nov. 2. South Carolina law prohibits the sale of all lottery products, both instant and online games, on statewide election days. Drawings will be held as scheduled.

Thursday, November 11: SCEL offices will be closed to observe the Veterans Day holiday. Retailers will NOT be able to order tickets. Tickets ordered BEFORE 5:00 p.m. on Wednesday, November 10, will be delivered on Thursday, November 11, 2010. Drawings will be held as scheduled. Remember to order early.

Thursday and Friday, November 25 and 26,: SCEL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered BEFORE 5:00 p.m. on Tuesday, November 23, will be delivered on Wednesday, November 24. Tickets ordered on Wednesday, November 24, will be delivered on Monday, November 29. STOCK UP EARLY for the holiday weekend.

Remind Raffle Players:

- 1) Sign their tickets;
- 2) Place in a secure location; and
- 3) Retrieve and check their numbers after the Early Bird and Final draws.



BEHIND THE WHEEL AT THE HAMPTON WATERMELON FESTIVAL

By Yvonne Wilkins Smith, Coastal MSR

Lottery promotions continue across the Palmetto State.

The South Carolina Education Lottery made its first appearance at the 68th Hampton County Watermelon Festival, the oldest continuing festival in South Carolina. The temperature was hot, but the heat did not stop customers from playing!

“How can I win that Camaro®?” was the question MSRs Yvonne Wilkins Smith and Tilicia Mitchell heard while driving a 2010 Chevrolet® Camaro® provided by Vaden Chevrolet of Hampton in the parade. Continue to encourage your players to enter their non-winning Camaro® tickets in the second-chance drawing for the chance to win a Chevrolet® Camaro® 1SS™ or \$100,000.



The 2010 Chevrolet® Camaro® 1SS™ is shown. Based on availability of the 2010 model, a 2011 Chevrolet® Camaro® 1SS™ may be substituted. Chevrolet, Camaro, the Chevrolet Bowtie and the related vehicle body designs are General Motors Trademarks used under license to MDI Entertainment.



WE WANT YOUR INPUT
SCEL 2010
RETAILER SURVEY
AVAILABLE ONLINE!

By Lisa Wilson, Senior Auditor

The South Carolina Education Lottery would like your input on lottery equipment and instant ticket inventory procedures.

Your valuable input regarding your lottery experiences and your ideas for potential improvement is essential. Please return the confidential survey you recently received from your MSR as soon as possible. You may return your survey using the provided self-addressed stamped envelope or go online to complete the survey at: http://www.sceducationlottery.com/survey/retailer_survey.asp.

The username is “survey” and the password is “lottery123”. Questions, please call 803-737-2141 or 803-737-2697.

SCELebration for Education!

2010
Retailer
Rally!



RETAILER RALLIES RETURN!

By Ann Scott, Director of Sales & Retailer Relations

Retailer Rallies will be conducted in nine locations statewide during the months of October, November, and December. Your store will be invited to attend the rally location closest to you. Your Lottery MSR will deliver an invitation to your store with all the details prior to the event. Our theme this year will be “A SCEL-ebration for Education” and YOU are being invited as the guest of honor!

Retailer Rallies provide you with an opportunity to share information directly with SCEL departments. Rallies are a FUN way to show our appreciation for the huge part our retailers play every day in the success of the Lottery and, most importantly, in generating the proceeds for education in S.C. There will be lots of prizes and county sales awards. Light refreshments will be served.

Please join us and make sure you RSVP to your Lottery MSR prior to your event! We'll see you there!

WINNERS' board



\$1,000

Go For The Gold



Robert Rice – Union

Purchased from
Li'l Cricket #828 – Enoree

\$1,000

Win It All



Denyz Flores – North Augusta

Purchased from Circle K
Stores #5340 – North Augusta

\$600

Mega Millions®



Judy Nolin – Fountain Inn

Purchased from
Inn Mart – Fountain Inn

\$7,700

Pick 4



Johnny Horace – Alcolu

Purchased from Youngs Food
Stores #621 – Sumter

\$20,000

Cool Cash
Times 5



Cynthia Kern – St. George

Purchased from Fuel
Express – North Charleston

\$5,200

Pick 4



Herbert Vaughn – Greenville

Purchased from Handee Mart
Food Stores #9 – Greenville

\$1,000

Cash Bonanza
Bonus



Lisa Robinson – Manning

Purchased from
Short Trip 2 – Manning

\$888

Super 8's



Shirley Wilson – Belton

Purchased from
Belton Mart – Belton

UPCOMING games

The following games are scheduled to launch Tuesday, October 26, 2010:



Launch dates and tickets are subject to change as necessary.

Artwork shown is not necessarily representative of final product and is subject to change.

TICKET alerts*

Tuesday, October 5, 2010: Last day to redeem In The Money (#370) and Lots of 50's (#381).

Friday, October 8, 2010: Last day to return Instant Carolina 5 (#314).

Tuesday, October 12, 2010: Last day to redeem Cash Bonanza Bonus (#351), Roll 'Em Up (#376), Pay Day (#340), Fortune Cookie® (#379).

Wednesday, October 13, 2010: Last day to sell Wheel of Fortune® (#380).

Friday, October 15, 2010: Last day to return Cash in the Pocket (#356).

Tuesday, October 26, 2010: Last day to redeem Big Money (#378).

Friday, October 29, 2010: Last day to return Giant Jumbo Bucks (#309).

ENDING games*

Please start selling down the following:

SC-380 Wheel of Fortune®

Last day to sell:
Wednesday, October 13, 2010

Last day to return:
Friday, November 12, 2010

Last day to redeem:
Tuesday, January 11, 2011



* WATCH FOR **UPDATES** TO ENDING DATES THAT ARE SENT VIA YOUR LOTTERY TERMINAL.

Ending game dates are current as of Tuesday, August 31, 2010.